



2005 ENERGY STAR[®] Award Application: Partner of the Year – New Homes

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. The ENERGY STAR awards recognize superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 15, 2005 in Washington, DC. Verification organizations will be recognized at the Residential Energy Services Network (RESNET) national conference February 28-March 2, 2005 in San Antonio, TX.

All organizations participating in ENERGY STAR are encouraged to apply for a 2005 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and **submit a complete application package by December 15, 2004**. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

Eligibility: Partner of the Year – New Homes

ENERGY STAR builders and verification organization partners (i.e., home energy rating providers and raters) in markets with at least 10 percent market penetration for ENERGY STAR qualified homes.¹

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral materials).**
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark, copies of ENERGY STAR training materials used for training staff internally and/or at the retail level).

¹ Utilities and other sponsoring programs that partner with ENERGY STAR for New Homes should apply for an award under the “Regional, State, and Community Leadership in Energy Efficiency” category.

- Provide specific information about your efforts and materials developed in 2004. While planned activities for 2005 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.
- **Organization Logo** - Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- **Summary of Accomplishments** - Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.

Application Submissions

- For each award that you are applying for, provide **one complete hard copy** of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an **electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** to the ENERGY STAR Awards Coordinator, Karen Schneider, at: schneider.karen@epa.gov. Please do not forward supplemental materials via e-mail.

- All hard copy and electronic applications must be **date marked/postmarked no later than December 15, 2004**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage due to enhanced security screening of standard mail to government facilities.** Do NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service:

Karen Schneider
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Karen Schneider
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9752

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Karen Schneider, at (202) 343-9752 or schneider.karen@epa.gov.
- **Notification:** You will be notified by January 31 on the status of your application.

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2005 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Partner of the Year – New Homes Application

Description: This award provides special recognition for ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Please complete this application by answering each question (bulleted answers preferred) listed below. Your total submitted application should not exceed **two pages** (excluding the General Information section).

A. Please indicate the type of partner you are from the selections below:

- Builder (please specify type):
 - Custom/small site builder ____
 - Production site builder ____
 - Systems builder plant (SIPs, modular, etc.) ____
 - Manufactured home plant ____
 - Manufactured home retailer ____

- HERS/BOP Provider/Rater ____

B. How many ENERGY STAR qualified homes have you labeled in 2004? ____

C. Builders: What is the percentage of all homes built by your company or division that earn the ENERGY STAR? _____

D. Verification Organizations: What is the approximate percentage of housing starts in your market(s) that earn the ENERGY STAR? _____

Criteria: **1. Market Transformation**

How have you made a significant contribution to the growth of ENERGY STAR in a market with at least 10% market penetration for ENERGY STAR qualified homes?

Example items to address (bulleted answers preferred): Percentage of homes that earn the label, number of company divisions qualifying homes, education and recruitment of new partners, efforts to work with other ENERGY STAR partners and local associations, support for special events, efforts to build consumer awareness

2. Marketing and Sales

How have you effectively utilized the ENERGY STAR mark or ENERGY STAR messaging for marketing and sales? Please attach electronic '.jpg' or '.gif' images to support your answer rather than hard copies.

Example items to address (bulleted answers preferred): Integrating and featuring ENERGY STAR mark and messaging into point-of-sale, advertising, marketing, and web site; training to sales staff enabling them to effectively market ENERGY STAR; showcasing ENERGY STAR in events or promotions

3. Measured Impact of ENERGY STAR

How have you measured the business impacts of your partnership with ENERGY STAR? Summarize the results.

General example items to address (bulleted answers preferred): ENERGY STAR brand recognition, customer satisfaction, additional coverage in local press and media, additional awards and recognition, measured performance (e.g., energy savings, comfort, air quality), calculated pollution prevention, effectiveness of sales and advertising

*Additional example items to address for **Builders** (bulleted answers preferred): Home sales; reduced time for sales, customer time with sales agents, prospective buyer traffic, profit margins, fewer consumer complaints and callbacks, enhanced consumer satisfaction, ease of code approval*

*Additional example items to address for **Verification Organizations** (bulleted answers preferred): Revenue, related service opportunities, rate of business growth*

Section 4 – Other Efforts Across ENERGY STAR (if applicable)

EPA will separately evaluate organizations that employ energy-saving practices across their organization and/or partner with ENERGY STAR in multiple ways. If you wish to be considered in this area, please provide supplemental information that briefly describes other activities and accomplishments. For example, if your organization

- Includes ENERGY STAR labeled lighting and fixtures, building products (such as HVAC equipment and window), and/or consumer appliances (such as refrigerators, dishwashers, and clothes washers) as standard items or as optional upgrades to consumers buying ENERGY STAR labeled homes
- Commits to organization-wide energy efficiency improvements